

**A?**

vision is the art of  
seeing what is invisible  
to others

Jonathan Swift (1667-1745)

vision is the art of  
seeing what others don't

Gary Klein

vision is the art of  
seeing what others see  
and thinking what  
others don't

Albert Einstein





A?



to act as society's  
visionaries  
and change agents

Aalto University \_ Founding Mission





## A living strategy for a world in motion

In our living strategy approach, our purpose, values, and way of working define our long-term direction while our choices are proactively and continuously re-evaluated.

→ [Read more](#)





## Our three cross-cutting approaches

We have chosen three cross-cutting approaches in our living strategy. We apply sustainability, creativity and an entrepreneurial mindset in all of our actions.



### Solutions for sustainability

We help solve grand challenges in and across our key areas.

Our strategy



### Radical creativity

We build an outstanding creative community for new thinking.

Our strategy



### Entrepreneurial mindset

We foster an inspiring entrepreneurial culture.

Our strategy



# Solutions for sustainability

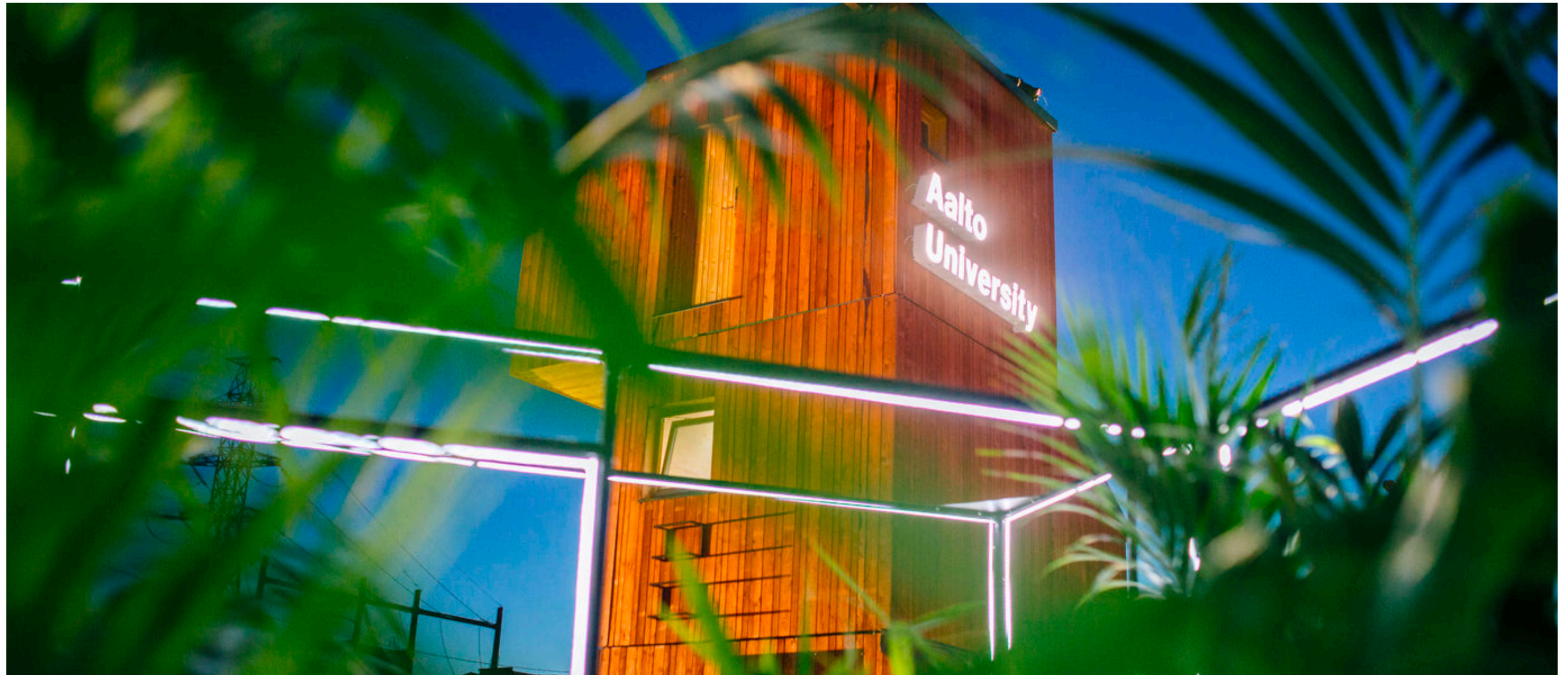
We help solve grand challenges in and across our key areas. Finding solutions for sustainability is one of the three cross-cutting approaches in our living strategy.





# Radical creativity

We build an outstanding creative community for new thinking. Radical creativity is one of the three cross-cutting approaches in our living strategy.





# Entrepreneurial mindset

We foster an inspiring entrepreneurial culture. Entrepreneurial mindset is one of the three cross-cutting approaches in our living strategy.

